

CLASS SPECIFICATION

Yuba County

August 2006

CLASS TITLE: Communications and Legislative Affairs Coordinator

FLSA STATUS: Exempt

JOB SUMMARY:

Plans, manages, oversees and directs the Communications and Legislative Affairs activities for the County Administrator's Office; communicates information on county-wide activities to the media and the public that may involve difficult, complex or politically sensitive situations; represents the County as a legislative advocate and performs research analysis to advance the County's interest and representation on current legislation. This is an "at will" position appointed by and working at the direction of the County Administrator.

CLASS CHARACTERISTICS:

This is a single class position assigned to the County Administrators Office and responsible for coordinating, managing and directing the public information and legislative activities for the County. Incumbents will advise the County Administrator, Board of Supervisors, Elected Officials and County Department Heads on potential issues or current activities that may impact the provision of services to citizens of the County of Yuba and determine appropriate response measures that may include public education and/or informational notices, legislative advocacy and coalition building.

EXAMPLE OF DUTIES:

Essential:

- Plans, organizes and directs Public Information and media functions and coordinates legislative activities for the County.
- Works with County Administrative Officer to formulate policy for managing public information and media inquiries and to communicate county-wide issues to the public.
- Works with County Administrative Officer and management staff to determine techniques for disseminating information; designs education and outreach strategies to inform citizens and the media for Public Information and legislative issues.
- Implements procedures, standards and guidelines for collection, reviews and presents information communicated to the public through the media.
- Makes public presentations to the media; prepares executive level correspondence; schedules, writes and delivers news releases and public service announcements.
- Develops, manages and tracks pertinent State and Federal legislative items and monitors legislative developments.
- Analyzes current and proposed legislation for impact on County services; analyzes problems, identifies issues and projects consequences of changes; identifies alternatives and develops recommendations.
- Coordinates daily with local lobbyists, California State Association of Counties (CSAC), local entities and state and federal representatives on key issues.
- Develops and recommends specific legislative strategies to the County Administrator, Board of Supervisors, Elected Officials and County Management Staff.
- Prepares responses and provides the County's position on state and federal legislative items; assists Department Heads and management staff in drafting legislative bills important to our local area.
- Develops, plans, and coordinates an annual legislative platform for the Board of Supervisors and County Management staff; identifies the areas of proposed legislation the County is interested in developing, supporting or opposing.
- Fields extremely complex, difficult or politically sensitive questions; provides updates, analyzes alternatives and makes recommendations on appropriate level of response to current issues.
- Makes public presentations and represents the County in meetings with representatives of government agencies, professional and business organizations and the public; provides technical assistance as necessary.
- Recruits Board members and County staff to influence federal and State executive, legislative and administrative agencies through written arguments and oral testimony.

- Provides County representation and accompanies Board members and departmental staff on lobbying trips.
- Establishes and maintains effective working relationships, listens and responds with tact and diplomacy.

QUALIFICATIONS:

Knowledge in:

Principles and practices of public and business administration.
Principles, practices and trends in public relations and public communication.
Administrative principles and practices, including goal setting, program development, implementation and evaluation.
Social, political, economic, environmental and related issues influencing local government functions and activities.
Methods and techniques used in evaluating public attitude regarding county-wide operations and issues and the determination of public affairs needs.
Methods and techniques used for presenting public information and facts to the public and the media.
Principles and techniques for making effective public presentations.
Principles and practices of leadership, motivation, team building and conflict resolution.
Principles and practices of budget administration and statistical analysis.
Research and statistical methods and techniques.
Techniques for dealing with a variety of individuals in person and over the phone; handling confrontational situations with tact and diplomacy.

Skill in:

Managing and directing a comprehensive Public Information and media relations program.
Planning, directing and managing legislative advocacy and lobbying efforts.
Developing and implementing goals, objectives, policies, procedures and work standards.
Identifying and responding to public issues and concerns.
Analyzing problems, identifying alternatives and solutions, projecting consequence of actions and making recommendations based on findings.
Making public presentations and communicating effectively with the media and other agency representatives on information regarding County decisions and issues.
Preparing comprehensive reports and/or correspondence using graphic aids.
Organizing and conducting public meetings to promote positive communication efforts.
Reading, interpreting and applying federal, state and local laws, policies and procedures.
Effectively communicating to diverse audiences, both orally and in writing.
Using tact, diplomacy and working cooperatively with a variety of individuals representing diverse cultures and backgrounds.
Establishing and maintaining effective relationships with the general public and personnel at all organizational levels.
Using initiative and exercising good judgment in response to public information inquiries.
Operating standard office equipment, audio/visual equipment and utilizing various software programs relevant to the position.

Ability/Physical Requirements:

- Mobility to work in a typical office setting, use standard office equipment, and to drive a motor vehicle in order to attend meetings.
- Vision to read printed materials and a computer screen for prolonged periods of time.
- Hearing and speech to communicate in person or over the telephone.

Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

Working Conditions:

Generally a typical office environment
Attend meetings outside of normal working hours; work extended hours as needed.

Licensing and Certification:

Possess a valid California Class C driver's license.

Background: The minimum and preferred requirements for this position are described below:

Minimum: Equivalent to a Bachelor's degree from an accredited college or university with major coursework in business or public administration, journalism, marketing, public relations, political science and two years of progressively responsible administrative analytical experience in public communications, public relations, marketing or program management. Masters Degree in a related field may be substituted for the experience to a maximum of two years.

Preferred: In addition to the minimum requirements, possession of an advance degree in an appropriate field and additional progressively related experience preferably in a governmental agency setting.

This Class Specification lists the major duties and requirements of the job. Incumbent may be expected to perform job-related duties other than those contained in this document.